

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer implemented method of displaying location based information from an information site on a network, the method comprising the steps of:
determining, at the information site, location data of a user of the location based information on the network;
generating, at the information site, location based information based on the determined location data of the user; and
providing the generated location based information to the user over the network,
wherein the step of generating location based information comprises providing information exclusively from respective sponsors in respective categories of information.
2. (Original) The method according to claim 1, wherein the location based information comprises location based advertising.
3. (Original) The method according to claim 1, wherein the location based information comprises location based content.
4. (Original) The method according to claim 2, wherein the location based advertising includes advertising related to a particular subject matter area.
5. (Original) The method according to claim 4, wherein the particular subject matter area is determined based on the user.
6. (Original) The method according to claim 3, wherein the location based content includes content related to a particular subject matter area.

7. (Original) The method according to claim 6, wherein the particular subject matter area is determined based on the user.

8. (Original) The method according to claim 1, wherein the step of determining location data comprises at least one of: receiving location data input by the user, using a network address of a computing/communication device used by the user, using location data determined by the computing/communication device used by the user, using a location table for determining the location data, or receiving location data from a geographic tracking system.

9. (Original) The method according to claim 8, wherein the geographic tracking system includes a satellite based tracking system.

10. (Original) The method according to claim 1, wherein the steps of determining location data and providing the generated location based information comprises communication with a computing/communication device used by the user.

11. (Original) The method according to claim 10, wherein the computing/communication device includes at least one of: a personal digital assistant (PDA) or other portable device, a web browser, a cell or other wireless phone, a electronic billboard, a website, a pager, a television, a web-based television device, an internet enabled device or appliance, a health monitoring device, a kiosk displaying information related to one or more subject areas, a terminal in a library, an Internet radio application, and a job related web site.

12. (Original) The method according to claim 4, wherein the subject matter area includes at least one of: home improvement, real estate, real estate professionals, real estate foreclosures and related services, automobiles, repair facilities, delivery services, health care or veterinary professionals or facilities, and professional service providers.

13. (Original) The method according to claim 6, wherein the subject matter area includes at least one of: home improvement, real estate, real estate professionals, real estate

foreclosures and related services, automobiles, repair facilities, delivery services, health care or veterinary professionals or facilities, and professional service providers.

14. (Original) The method according to claim 1, wherein the network is the Internet.

15. (Original) The method according to claim 1, wherein the location data of a user includes at least one of: country, state, county, administrative division, geographic or location coordinates, postal code, company regions, population regions, or attribute based regions.

16. (Currently Amended) A computer readable data storage medium having program code recorded thereon, that when executed on a computer, displays for displaying location based information from an information site on a network, the program code comprising:

a first program code that determines, at the information site, location data of a user of the location based information on the network;

a second program code that generates, at the information site, location based information based on the determined location data of the user; and

a third program code that provides the generated location based information to the user over the network,

wherein the generation of the location based information comprises providing information exclusively from respective sponsors in respective categories of information.

17. (Original) The computer readable data storage medium according to claim 16, wherein the location based information comprises location based advertising.

18. (Original) The computer readable data storage medium according to claim 16, wherein the location based information comprises location based content.

19. (Original) The computer readable data storage medium according to claim 17, wherein the location based advertising includes advertising related to a particular subject matter area.

20. (Original) The computer readable data storage medium according to claim 19, wherein the particular subject matter area is determined based on the user.

21. (Original) The computer readable data storage medium according to claim 18, wherein the location based content includes content related to a particular subject matter area.

22. (Original) The computer readable data storage medium according to claim 21, wherein the particular subject matter area is determined based on the user.

23. (Original) The computer readable data storage medium according to claim 16, wherein the first program code determines the location data by at least one of: receiving location data input by the user, using a network address of a computing communication device used by the user, using location data determined by the computing/communication device used by the user, using a location table for determining the location data, or receiving location data from geographic tracking system.

24. (Original) The computer readable data storage medium according to claim 23, wherein the geographic tracking system includes a satellite based system.

25. (Original) The computer readable data storage medium according to claim 16, wherein the first program code and the third program code communicate with a computing/communication device used by a user.

26. (Original) The computer readable data storage medium according to claim 25, wherein the computing/communication device includes at least one of: a personal digital assistant (PDA) or other portable device, a web browser, a cell or other wireless phone, a electronic billboard, a website, a pager, a television, a web-based television device, an

internet enabled device or appliance, a health monitoring device, a kiosk displaying information related to one or more subject areas, a terminal in a library, an Internet radio application, and a job related web site.

27. (Original) The computer readable data storage medium according to claim 19, wherein the subject matter area includes at least one of: home improvement, real estate, real estate professionals, real estate foreclosures and related services, automobiles, repair facilities, delivery services, health care or veterinary professionals or facilities, and professional service providers.

28. (Original) The computer readable data storage medium according to claim 21, wherein the subject matter area includes at least one of: home improvement, real estate, real estate professionals, real estate foreclosures and related services, automobiles, repair facilities, delivery services, health care or veterinary professionals or facilities, and professional service providers.

29. (Original) The computer readable data storage medium according to claim 16, wherein the network is the Internet.

30. (Original) The computer readable data storage medium according to claim 16, wherein location data of a user includes at least one of: country, state, county, administrative division, geographic or location coordinates, postal code, company regions, population regions, or attribute based regions.

31. (Currently Amended) A system for displaying location based information from an information site on a network, the system comprising:

a host device, connected to the network, that displays location based information to a user; and

a server device, connected to the network, that determines location data of the host device, generates location based information based on the location data of the host device, and transmits the generated location based information for display by the host device, wherein

the server device generated location based information comprises information exclusively from respective sponsors in respective categories of information.

32. (Currently Amended) A method of displaying information from an information site on a network, the method comprising the steps of:
determining contextual information, other than a location, of a user or a device that uses the information on the network;
generating the information based on the determined contextual information; and
providing the generated information over the network to the user or the device.

33. (Currently Amended) The method according to claim 32, ~~wherein the step of determining contextual information additionally includes~~ further comprising determining location data of the user or the device that uses the information, and
wherein the step of generating includes generating the information based on both the determined contextual information and the determined location data.

34. (New) The method according to claim 32, wherein the contextual information comprises a type of the device or a characteristic of the user.

35. (New) The method according to claim 34, wherein the type of the device comprises one of a laptop, a pager, a cellular phone, an electronic billboard, a GPS receiver or device connected to the GPS receiver, or internet appliance,
wherein the characteristic of the user comprises one of an age, gender, nationality, vocation, or profession of the user.

36. (New) The method according to claim 1, wherein the categories comprise sub-categories and the step of generating location based information further comprises providing information exclusively from respective sub-category sponsors for respective sub-categories.

37. (New) The method according to claim 1, wherein exclusivity for a sponsor for a particular category is provided for a specific time period.

38. (New) The method according to claim 37, wherein the exclusivity for a particular time period is provided based on an auction.

39. (New) The method according to claim 38, wherein an existing exclusive sponsor is permitted to match a highest bid in the auction.